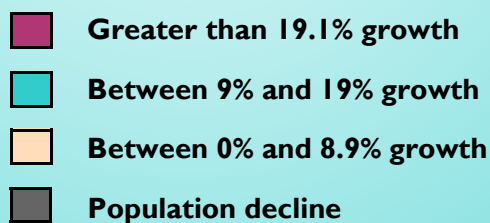
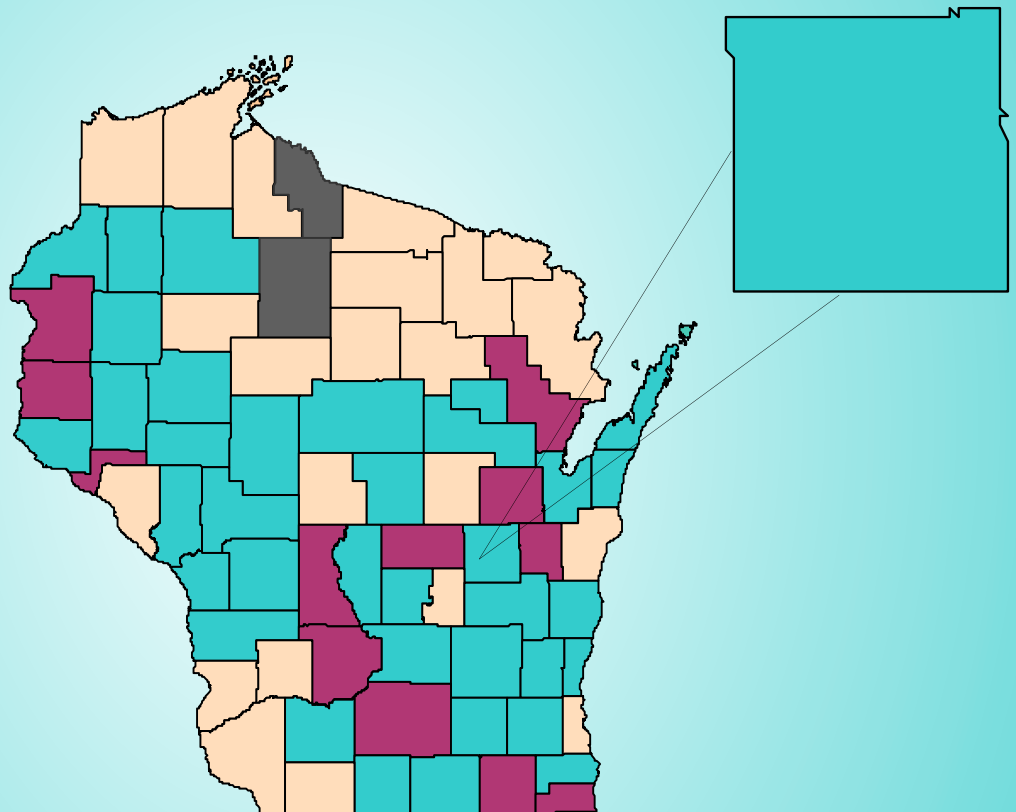


Winnebago County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

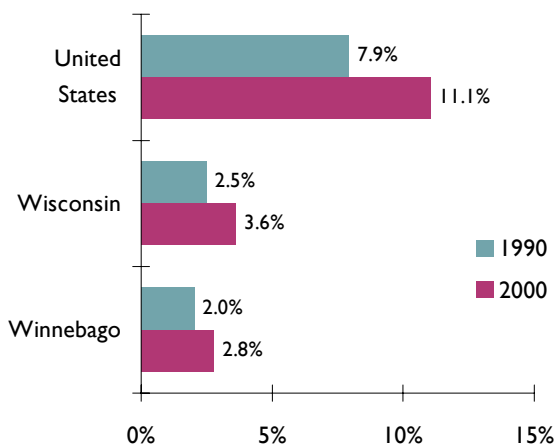
The population in Winnebago County grew at a slightly slower rate than the State of Wisconsin and the nation between 2000 and 2002. This is a reverse of the last decade when the county outpaced both the state and nation's growth rates.

The two sources of population growth are natural increase which is the number of births minus the number of deaths and net migration which counts the number of residents moving into the county and subtracts the number moving out of the area. Nearly 53 percent of the population growth in the county has come from net migration, very close to the statewide percentage of 56 percent and well above the 41 percent share for metropolitan areas.

Although the county continues to have a smaller percentage of foreign-born residents in its population than the state and nation, this population has grown at near the same rate as the state and nation. Only 2.8 percent of the county's population reported being born in a foreign country. This is well below the 11.1 percent for the nation.

Changes in the growth rates of the ten municipalities varies considerably within the county. The City of Oshkosh had the largest increase in population with just over 1,200 new residents. Although it had the largest increase in population, it did not have the highest growth rate. The reason for vari-

Share of Foreign-born Residents



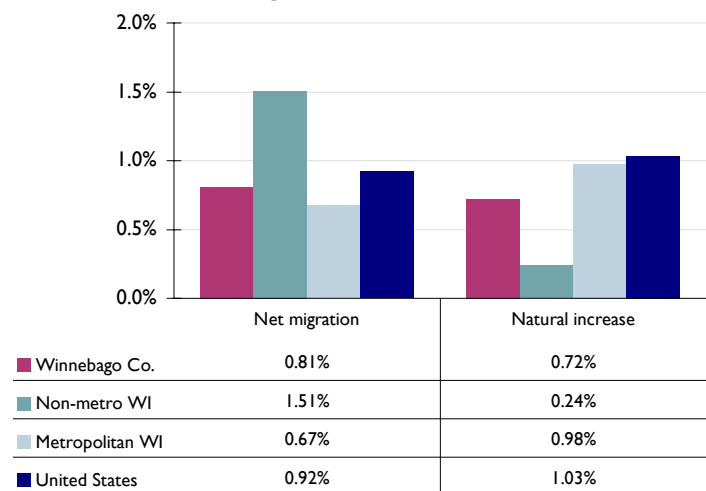
Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Winnebago County	156,763	159,161	1.5%
Largest Municipalities			
Oshkosh, City	62,916	64,132	1.9%
Neenah, City	24,507	24,697	0.8%
Menasha, Town	15,858	16,367	3.2%
Menasha, City*	15,643	15,620	-0.1%
Algoma, Town	5,702	5,933	4.1%
Omro, City	3,177	3,185	0.3%
Clayton, Town	2,974	3,138	5.5%
Oshkosh, Town	3,234	2,773	-14.3%
Neenah, Town	2,657	2,674	0.6%
Winneconne, Village	2,401	2,454	2.2%

* Winnebago County portion only

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

ances in growth between communities varies. This would include the basic increases from natural causes and net migration as well as communities annexing other areas or the merging of municipalities.

Like many counties in Wisconsin, Winnebago has an aging population. Although the area population is shifting towards retirement age, it is doing it at

(Continued on page 2)

Winnebago County Workforce Profile

Population Projections by Age Groups in Winnebago County

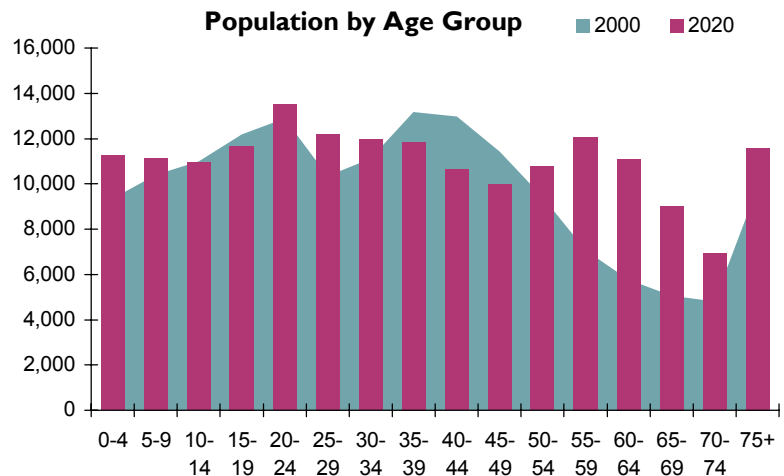
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	4,756	5,339	5,675	6,033	6,551	5,495	5,826	6,794	6,643	5,878	4,815	3,482	2,795	2,415	2,157	3,495
Female	4,608	5,056	5,326	6,161	6,331	4,849	5,289	6,379	6,320	5,531	4,608	3,578	2,982	2,646	2,644	6,306
2005																
Male	4,896	5,060	5,626	6,137	7,389	5,801	5,319	5,889	6,756	6,537	5,669	4,518	3,194	2,480	2,111	3,790
Female	4,688	4,906	5,341	6,233	6,983	5,111	4,657	5,356	6,401	6,292	5,391	4,454	3,377	2,775	2,425	6,514
2010																
Male	5,118	5,137	5,263	6,069	7,530	6,513	5,596	5,365	5,831	6,633	6,297	5,313	4,147	2,835	2,174	3,960
Female	4,902	4,926	5,116	6,229	7,085	5,628	4,902	4,717	5,374	6,365	6,127	5,206	4,203	3,141	2,545	6,470
2015																
Male	5,454	5,344	5,348	5,648	7,376	6,643	6,288	5,648	5,310	5,722	6,402	5,917	4,894	3,699	2,500	4,139
Female	5,226	5,128	5,145	5,887	7,025	5,719	5,405	4,972	4,742	5,352	6,208	5,928	4,925	3,920	2,892	6,563
2020																
Male	5,748	5,677	5,580	5,750	6,875	6,532	6,435	6,357	5,616	5,225	5,536	6,045	5,483	4,395	3,291	4,568
Female	5,503	5,456	5,373	5,913	6,649	5,692	5,510	5,489	5,016	4,740	5,238	6,027	5,633	4,617	3,631	7,014

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

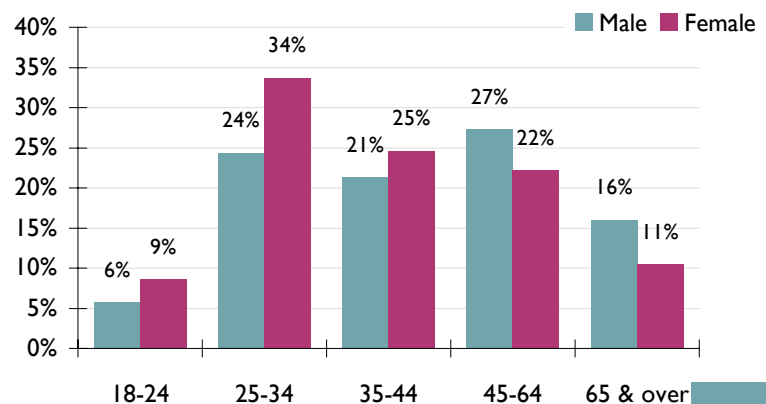
about the same rate as the state or possibly a bit slower. In 2000, the median age of residents of Winnebago County was 35.4 years. This is slightly lower than the state median age of 36 years and the national median age of 35.3 years.

Looking at the chart above at the age brackets of 65 to 69 and the 15 to 19 year olds, you will notice that these numbers are getting closer as we move further out. Many of the neighboring counties will be experiencing a larger portion of their population turning 65 than turning 18 very soon. This will occur in some counties before the end of this decade. Based on projections produced by the Demographic Services unit, this should not occur in Winnebago County until sometime between 2020 and 2025. In this manner the number of potential workers in the population will be able to provide a pool for continuing employment and economic growth in the county.

The percent of women under age 44 with a bachelor's degree or higher is in line with state and national trends. During the last 30 years the percentage of women graduating from college has increased dramatically. Currently about 65 percent of college graduates in the state and nation are female.



Percent of age group with at least a Bachelor's degree in Winnebago County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

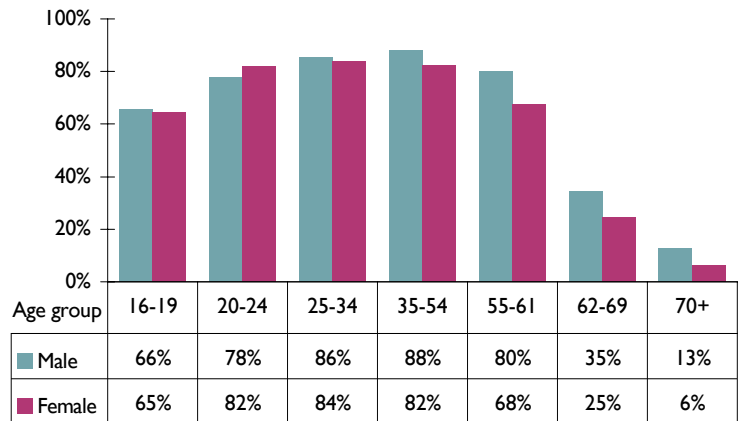
Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been in the top five participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Winnebago County is above the state average at 82.9 percent. This is the fifth highest participation rate in the state. Calumet and Outagamie Counties are two of the four counties with higher participation rates. Winnebago, Outagamie and Calumet Counties make up the Appleton/Oshkosh/Neenah Metropolitan Statistical area, although Winnebago County will be dropped from that in 2005 and become a MSA by itself.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area and what is happening in the overall business cycle. Participation in the labor force is usually lower in the early years as many in this population group are attending school full time. This changes in the early twenties and normally peaks between the ages of 25 and 54.

The participation rate for women has increased tremendously during the last half century when less than 50 percent of women were in the labor force

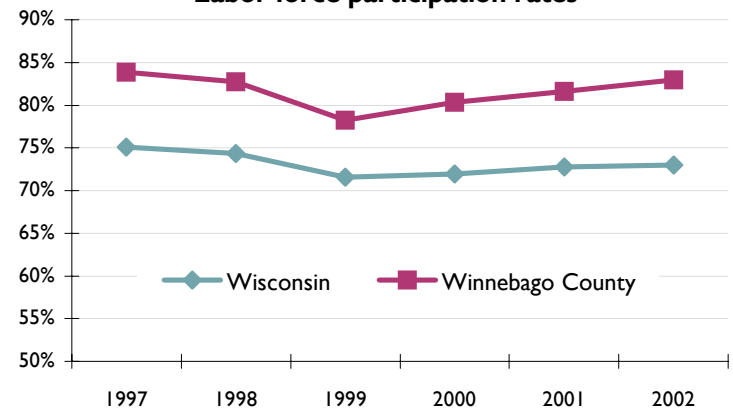
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Winnebago Labor Force Participation by Age & Sex in 2000



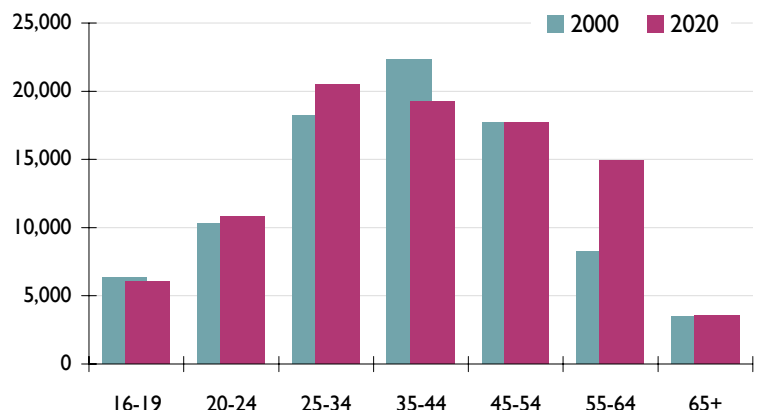
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Winnebago County



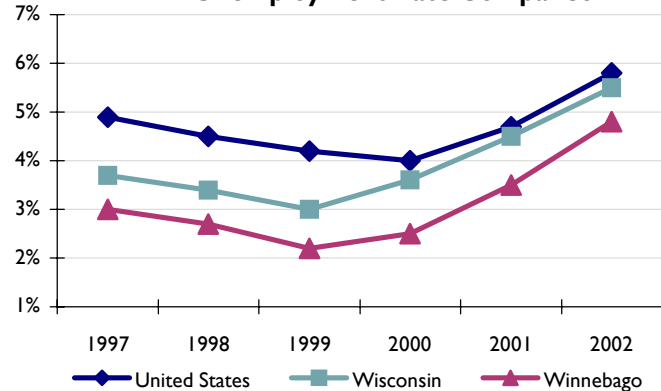
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Winnebago County Workforce Profile

to now where their participation is nearly equal to men. The percent women in the labor force follows the same basic trends as men, it remains slightly below them in all of the age groups except the 20 to 24 year old age group where the percent of women participating the labor force is slightly higher.

Changes in the county's labor force, employment and unemployment rates have traditionally mirrored state and national trends. During the last five years the county's unemployment rate has remained below both the state and national levels.

Unemployment Rate Comparison



Winnebago County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	96,906	96,395	93,721	98,217	99,852	100,599
Employed	94,041	93,788	91,624	95,749	96,392	95,787
Unemployed	2,865	2,607	2,097	2,468	3,460	4,812
Unemployment Rate	3.0%	2.7%	2.2%	2.5%	3.5%	4.8%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are different in the wages and training requirements.

Although the fast growing occupations offer fewer employment opportunities, they offer substantially higher wages, and are transportable to other regions of the state and country.

The fastest growing occupations generally have a smaller number of positions to begin with, so even with a small increase the growth will be a large percent. Many are already occupations with a large number of jobs in the area, so it is more difficult to obtain a high growth rate. Another difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings and openings created by workers leaving the occupations.

Fox Valley Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$19.11
	Desktop Publishers	Postsecondary voc. trng	\$16.74
	Medical Records/Health Info Techs	Associate degree	\$10.98
	Computer Software Engrs Apps	Bachelor's degree	\$31.19
	Network/Computer Systems Admin	Bachelor's degree	\$25.09
	Personal and Home Care Aides	1-month or less training	\$8.33
	Medical Assts	1-12 mo. on-the-job training	\$11.21
	Network Sysms/Data Comm Anal	Bachelor's degree	\$14.09
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.62
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$9.90
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.37
	Retail Salespersons	1-month or less training	\$10.25
	Cashiers	1-month or less training	\$7.62
	Waiters/Waitresses	1-month or less training	\$6.96
	Registered Nurses	Bachelor's degree	\$20.72
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$9.91
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.32
	Office Clerks/General	1-month or less training	\$10.62
	Stock Clerks/Order Fillers	1-month or less training	\$9.88
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.44

* The most common way to enter the occupation, not the only way

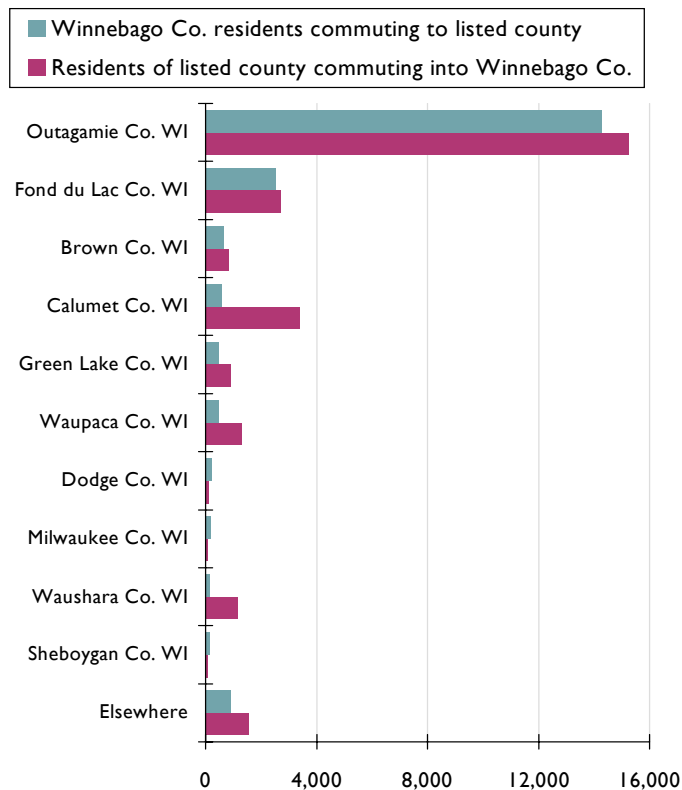
** Wages from Occupation Employment Statistics survey responses for region, 2001
Fox Valley WDA includes Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara and Winnebago counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

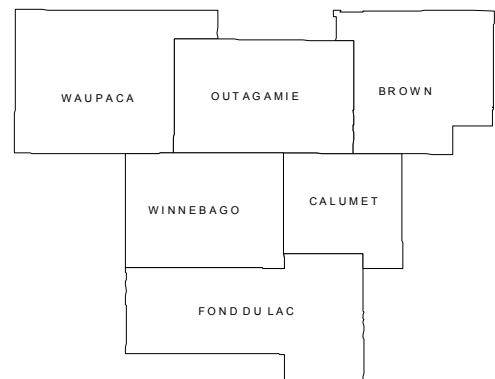
The fact that Winnebago County is part of the Appleton/Oshkosh/Neenah Metropolitan Statistical Area (MSA) has an impact on general commuting patterns for the county. Generally large metropolitan areas attract workers from outside of their boundaries for a variety of reasons. These would include more employment opportunities as well as

a greater diversity of occupations within the area. Another reason is metropolitan areas generally have a higher average wage than non-metropolitan areas. Many of the commuting patterns have been in existence for decades. While the patterns usually do not change a great deal from decade-to-decade, the percentages and numbers do change to reflect changes in the local and national economy.



Winnebago is an importer of workers. The county has nearly 20,700 workers that leave the county for jobs in other counties. Most of these workers are going to nearby counties, although some may work in areas almost 100 miles away. The largest number of the workers leaving the county head north to Outagamie County. At the same time over 27,400 enter the county for employment. Again, the greatest exchange is with Outagamie. The net exchange of commuting workers with all other counties is over 6,700 more that enter the county than leave it for employment.

	Winnebago Co. residents commuting to listed county	Residents of listed county commuting into Winnebago Co.	Net gain or loss of workers
Outagamie Co. WI	14,300	15,233	933
Fond du Lac Co. WI	2,544	2,721	177
Brown Co. WI	669	859	190
Calumet Co. WI	570	3,423	2,853
Green Lake Co. WI	468	890	422
Waupaca Co. WI	460	1,307	847
Dodge Co. WI	225	123	-102
Milwaukee Co. WI	198	66	-132
Waushara Co. WI	163	1,162	999
Sheboygan Co. WI	156	62	-94
Elsewhere	927	1,577	650



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

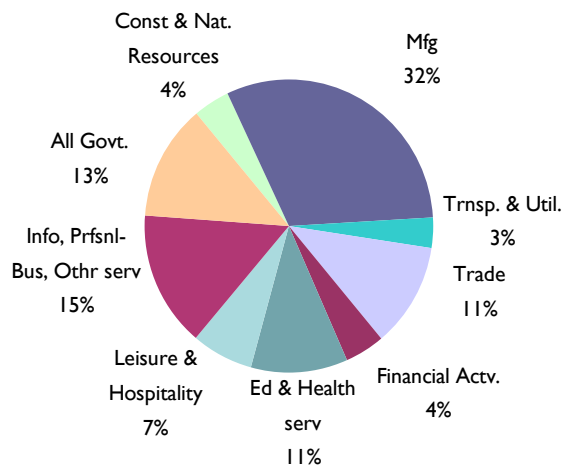
Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Winnebago County has 32 percent of its employment in manufacturing. This exceeds the national average and the state average of about 19 percent.

Winnebago County Industry Distribution: 2002



With the change in the classification system, there is not a direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors of the information industry and the leisure and hospi-

(Continued on page 7)

2002 Industry Employment in Winnebago County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	3,776	4%	Construction & Mining	4%
Manufacturing	28,971	31%	Manufacturing	34%
Transportation, warehousing & utilities	3,182	3%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	10,484	11%	Wholesale trade	4%
			Retail trade	14%
Financial activities	4,109	4%	Finance, insurance & real estate	3%
Information, professional & business services, other services	14,116	15%	Services & misc (incl. agr, forestry, fishing)	24%
Education and health services	9,891	11%	Government	13%
Leisure & hospitality	6,484	7%		
Government	11,732	13%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Winnebago County Workforce Profile

tality industry. These and other service sector jobs have shown more growth nationally and the additional data should be helpful in an area such as Winnebago County. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers.

Although the prominence of manufacturing has de-

clined in the state and nation in recent years, it is still a major factor in the county's employment. The data below lists the top ten employment industries in the county of which 3 are in manufacturing. The bottom table lists the ten largest employers in the county. Six of these are manufacturers. The ten largest employers in the county make up almost one fourth of the county's jobs.

Top 10 Industry Groups in Winnebago County

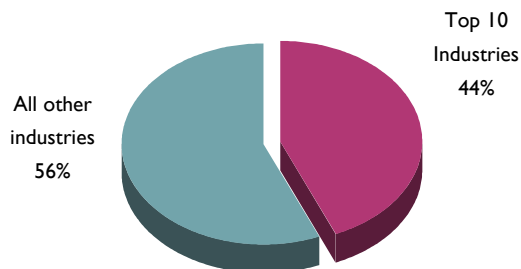
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Paper Manufacturing	33	6,719	-4,365
Educational Services	19	5,643	84
Food Services and Drinking Places	257	5,139	134
Transportation Equipment Manufacturing	10	3,745	-8
Administrative and Support Services	113	3,448	49
Management of Companies and Enterprises	29	3,422	2,045
Professional and Technical Services	205	3,180	1,041
Hospitals	3	3,151	6
Ambulatory Health Care Services	186	3,010	39
Plastics & Rubber Products Manufacturing	14	2,934	124

*data suppressed to maintain confidentiality

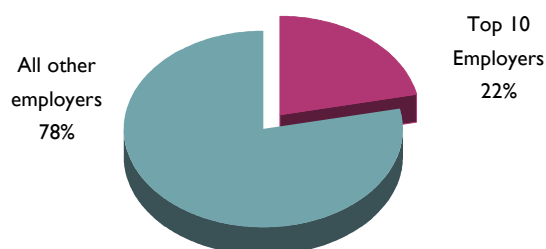
Top 10 Employers in Winnebago County

Company	Product or Service	Size
Kimberly-Clark Corp.	Paper (except newsprint) mills	1000 +
Curwood, Inc.	Unlaminated plastics film and sheet (except packaging) manufacturing	1000 +
Oshkosh Truck Corp.	Heavy duty truck manufacturing	1000 +
TheDACare, Inc.	Offices of physicians (except mental health specialists)	1000 +
University of Wisconsin- Oshkosh	Colleges, universities, and professional schools	1000 +
Oshkosh Public School	Elementary & secondary schools	1000 +
Pierce Mfg., Inc.	Motor vehicle body manufacturing	1000 +
Plexus Electronic Assembly Corp.	Printed circuit assembly (electronic assembly) manufacturing	1000 +
SCA Tissue North America LLC	Paper (except newsprint) mills	1000 +
Department of Health & Family	Residential mental health and substance abuse facilities	1000 +

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Winnebago County Workforce Profile

Average annual wage by industry represents all of the wages paid during the year by the industry divided by the number of employees. While the average hourly wages has an effect on this, the final result does not necessarily indicate higher hourly wages, as average weekly hours, seasonality of the job, and availability of over-time also have an impact.

The average annual wage in the county is well above the average for the state. This is in part the effect of the county being a part of a MSA and the high wages from the manufacturing sector which makes up nearly one-third of the jobs in the county. This sector has a high portion of workers in the paper industry. Nearly one third of the county's workers are in manufacturing and its total wages provide almost 44 percent of the wages paid in the county.

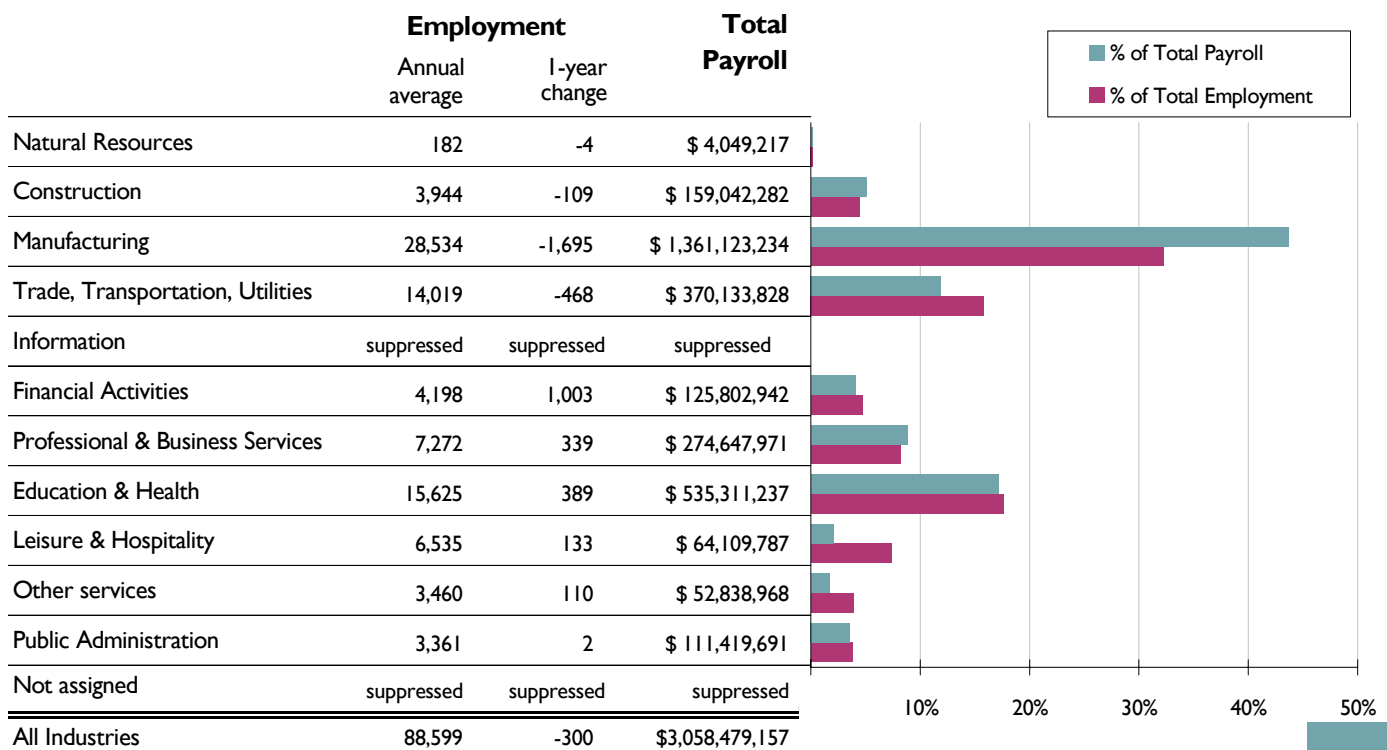
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Winnebago County	Wisconsin	% change
All Industries	\$ 32,422	\$ 35,149	108%	1.7%
Natural resources	\$ 25,481	\$ 22,248	87%	4.7%
Construction	\$ 39,649	\$ 40,325	102%	0.3%
Manufacturing	\$ 40,584	\$ 47,702	118%	5.2%
Trade, Transportation, Utilities	\$ 28,422	\$ 26,402	93%	2.7%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 29,967	74%	-2.7%
Professional & Business Services	\$ 36,324	\$ 37,768	104%	-5.4%
Education & Health	\$ 33,768	\$ 34,260	101%	2.1%
Leisure & Hospitality	\$ 11,837	\$ 9,810	83%	1.0%
Other services	\$ 19,500	\$ 15,271	78%	0.1%
Public Administration	\$ 33,769	\$ 33,151	98%	1.8%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

While this industry is important, it should be noted that the number of workers in this industry has declined over the last ten years. This will have an impact on the economy of the area as it shifts to other sources of income. The decline in this sector is part of a national trend.

2002 Employment and Wage Distribution by Industry in Winnebago County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates.

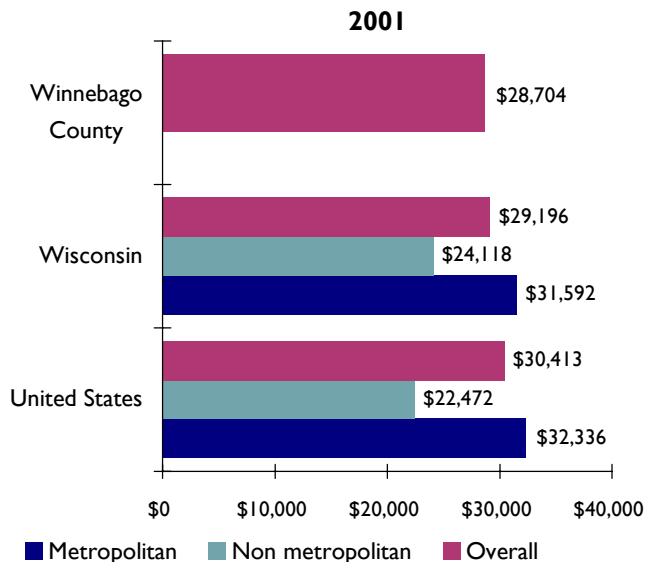
Like the state and nation, the majority of PCPI in Winnebago County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent of income from net earnings is about the same as the state

and national average. There is a higher portion of PCPI coming from dividends, interest and rent payments, which is offset with a lesser percent coming transfer payments.

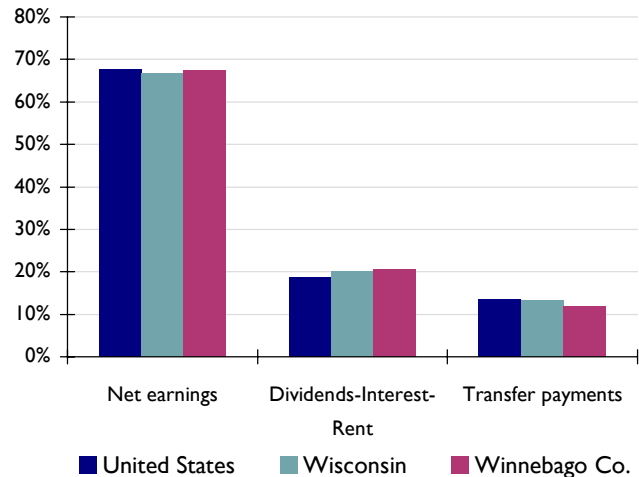
PCPI in the county was \$28,704 in 2001. This was below the state and the nation. The growth rate for the county's PCPI over the last year was below the state but the same as the nation. Over the last five years PCPI has increased at a slower rate than both the state and nation.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Winnebago County	\$23,687	\$24,501	\$26,158	\$26,918	\$28,092	\$28,704	2.2%	21.2%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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